



**CENTRE FOR  
ADVANCED STUDIES**  
IN SOCIAL SCIENCE AND MANAGEMENT  
[CU-IDC Chandigarh Campus]



**Ashi Jain**

Placed at



**Build a**

# Global Career

with Corporate Mentorship  
and Experiential Learning

**Assured  
Internships**

**90% MBA Students  
Successfully Placed**

**MBA**

MASTER OF BUSINESS  
ADMINISTRATION

with Dual  
Specialisation

**MA**

MASTER OF ARTS  
**ECONOMICS**

with  
Specialisation

**Chandigarh City Campus**

Sector 38

# About Centre for Advanced Studies in Social Science and Management (CASSM)

The Centre for Advanced Studies in Social Science and Management (CASSM) is a premier institute that connects academia, industry, and policymakers, offering learners an opportunity to work on real-time projects with government and private organisations, learn from renowned global faculty, and engage in cross-disciplinary collaborations.

CASSM, Chandigarh city campus of Chandigarh University, established in collaboration with the Institute for

Development and Communication (IDC), an autonomous research institute in northwest India, offers advanced programs, namely an MBA and an MA in Economics.

The CASSM aims to nurture learners into thought leaders by fostering critical thinking and encouraging continuous learning and growth through experiential learning opportunities.

## Key Differentiators of the CASSM

### Futuristic Curriculum

A dynamic blend of social science theory, management skills, AI integration, hands-on projects, and multidisciplinary learning.

### Distinguished Faculty

Global academicians and industry experts, known for their real-world experience and commitment to shaping the next generation of leaders.

### Research Hub

Unique opportunities to explore emerging trends and conduct impactful studies for positive societal change.

### Industry Alignment

Partners with industry leaders to ensure programs meet job market needs, boosting graduate employability.

### Policy Engagement

Collaborates with policymakers, NGOs, and government bodies to provide research-driven insights and shape effective governance.

### Holistic Growth

Capstone projects, certifications, workshops, and seminars by industry leaders for immersive learning experiences.

### Specialised Courses

Core courses in Sustainable Business, International Business, and Forex equip students with skills to navigate global markets and understand trade and currency exchange.

### Premier Internship and Placement Opportunities

Assured internship and placement opportunities with prestigious companies, with 90% of MBA students already placed and placements currently underway.



## Programs Offered

### MBA

(with Dual Specialisation)

### MA ECONOMICS

(with Specialisations in Finance / Public Policy and Governance / Economics of Sustainability / Applied Data Analytics)



# MBA

(Master of Business Administration)

## with Dual Specialisation

2025-27

*Two-Year Full Time Program equipped with International Curriculum Standards and Strategic Relationships with National and International Universities*

### Vertical - I Core Specialisations

- ✓ Finance
- ✓ Marketing
- ✓ Human Resource Management
- ✓ Operations Management

### Vertical - II Advanced Specialisations

- ✓ Financial Engineering and Sustainable Business
- ✓ Digital Marketing
- ✓ Strategic Human Resource Management
- ✓ Business Analytics

*Students need to choose one specialization each from the two verticals*

The MBA program at the Centre for Advanced Studies in Social Science and Management goes beyond traditional classroom learning providing students with access to leading industry experts and esteemed faculty members who are at the forefront of their respective fields. Experience transformative education that combines cutting-edge research, thought leadership, and the expertise of renowned professors of practice and international management scholars.

CASSM equips students with the knowledge and skills to make conscious ethical and sustainable business decisions that

promote integrity and accountability. We train students to integrate social environmental, and economic considerations into business strategies, ensuring long-term well-being of all stakeholders involved and moving beyond short-term profits. The pedagogy aims to cultivate in students, a deep understanding of both management principles and social sciences' foundations, empowering them to approach complex business challenges through an interdisciplinary perspective.

# MA Economics

(Master of Arts)

2025-27

*Two-Year Program equipped with International Curriculum Standards and Strategic Relationships with National and International Universities*

### Specialisations

- ✓ Finance
- ✓ Public Policy and Governance
- ✓ Economics of Sustainability
- ✓ Applied Data Analytics

Economics as a discipline continues to evolve in response to the dynamic challenges of globalization, climate and environmental transformation, technological advancements, and innovations in public policy and governance.

Our approach to teaching Economics emphasizes a balanced integration of economic theory with data-driven insights, enriched by interdisciplinary perspectives to prepare students for the complexities of the modern world. The curriculum of MA Economics has been designed to provide a robust foundation in advanced economic theory and quantitative methods.

It emphasizes real-world applications, equipping students with essential skills and an analytical mindset to address complex economic challenges with specialization in Finance, Public Policy and Governance, Economics of Sustainability, and Applied Data Analytics.

The program follows international curriculum standards and partners with national and international universities. It also offers an exit option with a Postgraduate Diploma post completion of first year.

## Why Pursue MBA at CASSM?

### Transformative Learning Environment

Located in Chandigarh-The City Beautiful, the Centre offers opportunities for students to explore ideas, connect theory with practice, and prepare for multidimensional roles.

### Leadership Development and Continuous Learning

One of the definitive features of CASSM is its focus on leadership development and lifelong learning, achieved through dynamic conferences, interactive seminars, and expert-led lectures.

### Inter-disciplinary Teaching, Learning and Research

The centre promotes inter-disciplinary teaching and learning by integrating research in Social Science and Management to generate knowledge that drives positive change.

### Global Perspective through Effective Collaborations

Partners with national and international institutions to foster global awareness and an understanding of diverse business environments.

### Industry Collaboration and Employability

Programs at CASSM are strategically aligned with the market needs through partnerships with industry, ensuring the graduates are well-prepared for various professional and academic roles.

### Esteemed Faculty and Thought Leadership

Each course brings together experienced, leading thinkers and practitioners in the field from India and abroad.

### Extensive Industry Exposure

**Corporate Mentoring:** Industry leaders provide insights through lectures.

**Internships:** Students gain hands-on experience through paid internships with various organizations.

**Industrial Visits:** Students engage in GEMBA WALKS during visits to industrial units, gaining practical insights into business operations.

### Top-Tier Placements

With 90% of MBA students already placed in prestigious companies, our program guarantees exceptional career opportunities, valuable industry connections, and a strong professional network.

### Applied Learning Methodologies

Emphasizes case-based and project-based learning with live projects, internships, and industry involvement.

### AI Integration

AI infusion in the MBA curriculum, empowering students with advanced tools and insights to drive innovation, data-driven decision-making, and business transformation.

## Why Pursue MA Economics at CASSM?

### Rigorous Curriculum Focussed on Broadening Professional Horizons

- The curriculum offers a robust foundation in advanced economic theory and quantitative methods and goes beyond traditional textbook knowledge to offer insights into real-world economic applications.
- Equipping students with essential skills and tools, fostering a robust analytical mindset, enabling them to tackle complex economic challenges and contribute meaningfully to their professional fields.

### Specialisation Opportunities

Providing tailored learning experiences, allowing students to focus on areas like finance, public policy and governance, economics of sustainability and applied data analytics.

### Interactive Learning

Facilitating real-time problem-solving pedagogy for the practical application of economic principles by engaging students through case studies, workshops, collaborative projects, debates, and flipped classrooms.

### Guest-Sessions with Experienced Practitioners

Enriched course design with organically woven special interactions featuring persons of excellence and experienced practitioners drawn from diverse fields.

### An Experienced Global Faculty Team

Each course brings together experienced, leading thinkers and practitioners in the field from India and abroad.

### Industry Connections and Internship

As a method of instruction, offering hands-on training in the field, providing students with internship opportunities, exposure to real-world economics, and career networking.

Key Features

Key Features

# Learn from Distinguished Academic Leaders



## Prof. Pramod Kumar

Chairperson, Centre for Public Policy and Governance Studies (CPPGS) and Institute for Development and Communication (IDC), Chandigarh. [Ph.D. Political Science, Panjab University, Chandigarh]



## Prof. Dipankar Gupta

Professor Emeritus, IDC Chandigarh; Former Professor of Sociology, JNU, New Delhi.



## Prof. Kjell-Åke Nordquist

Visiting Faculty, IDC Chandigarh; and, Professor of International Relations, University College Stockholm, Sweden.



## Dr. Neerja Singh

Visiting Faculty, IDC Chandigarh; Bush Fellow 2023; and, Adjunct Faculty, Saint Paul College, Minnesota, USA.

## Prof. H.S. Shergill

Professor Emeritus (Economics), Panjab University and Institute for Development and Communication (IDC), Chandigarh. [Ph.D. Economics, Panjab University, Chandigarh]

## Dr. Varinder Sharma

Associate Professor, Centre for Regional Development Studies (CRDS) and Director, Institute for Development and Communication (IDC), Chandigarh. [Ph.D. Economics, Panjab University, Chandigarh]

## Mr. Kamil Singh

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Master of Business Administration (MBA), University of Cambridge, UK]

## Prof. B.S. Ghuman

Chairperson, Centre for Regional Development Studies (CRDS) and Professor Emeritus, IDC, Chandigarh; and, Former VC, Punjabi University, Patiala. [Ph.D. Economics, GNDU Amritsar]

## Dr. Shuchi Kapuria

Associate Professor, Centre for Regional Development Studies (CRDS), IDC, Chandigarh. [Ph.D. Economics, JNU, New Delhi]

## Dr. Japneet Kaur

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Ph.D. Accounting and Finance, Panjab University, Chandigarh]

## Prof. Asha Sethi

Director (Research), Education and Evaluation Studies Unit, IDC, Chandigarh. [Ph.D. Education, Panjab University, Chandigarh]

## Dr. Manmeet Bali Nag

Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Ph.D. Strategic Management, Jammu University]

## Mr. Jitesh Bansal

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Master of Business Administration (MBA), Panjab University, Chandigarh]

## Prof. Meenakshi Malhotra

Director, MBA Programme, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, and Former Professor of Management, University Business School, Panjab University, Chandigarh. [Ph.D. Management, Panjab University, Chandigarh]

## Dr. Anuradha Sekhri

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Ph.D. Education, Panjab University, Chandigarh]

## Dr. Manvi Khurana

Assistant Professor, Centre for Regional Development Studies (CRDS), IDC, Chandigarh. [Ph.D. Economics Panjab University, Chandigarh]

## Prof. S.K. Sinha

Director, Centre for Regional Development Studies (CRDS), IDC, Chandigarh; and, Former Sr. Director (Public Finance) and Principal Economist, India Rating and Research. [Ph.D. Economics, JNU, New Delhi]

## Dr. Richa Walia

Associate Professor, Centre for Gender Studies (CGS), IDC, Chandigarh. [Ph.D. Sociology, Panjab University, Chandigarh]

## Dr. Amit Kumar

Assistant Professor, Centre for Gender Studies (CGS), IDC, Chandigarh. [Ph.D. Gender Studies, Panjab University, Chandigarh]

## Prof. J.S. Bedi

Professor, Centre for Regional Development Studies (CRDS), IDC, Chandigarh. [Ph.D. Economics, JNU, New Delhi]

## Mr. Kanwaljit Singh

Associate Professor, Centre for Advanced Studies in Social Science and Management (CASSM), IDC, Chandigarh. [Master of Business Administration, University of Tampa, Florida, USA]

## Dr. Srishti Chauhan

Assistant Professor, Centre for Gender Studies (CGS), IDC, Chandigarh. [Ph.D. Education, JNU, New Delhi]

## Prof. Sachidanand Sinha

Visiting Faculty, IDC, Chandigarh; Former Professor at Centre for the Study of Regional Development (CSR), JNU, New Delhi.

## Mr. Siraj Hussain

Visiting Faculty, IDC, Chandigarh; Former Secretary Agriculture, IAS (Retd.), Govt. of India.

## Dr. Nadia Singh

Visiting Faculty, IDC, Chandigarh; Lecturer, Northumbria University in Newcastle, UK. [Ph.D. Oxford Brookes University, UK]

## Mr. Akshat Patni

Visiting Faculty, IDC, Chandigarh; MSC in Environment Management and Master of Business Administration (MBA), University of San Francisco, USA.

# Success Stories



## Arisia Rajput

(MBA 2023-2025)

Product Support Associate



My experience at CASSM was incredible, with exceptional placement support and personalized faculty guidance, helped me launch my career successfully.



## Arvind

(MBA 2023-2025)

Executive



The practical knowledge and support I received at CASSM gave me the confidence to excel in my new role, and I highly recommend it to anyone starting their career.



## Jatin Thakur

(MBA 2023-2025)

Dark Store Manager (DSM)



CASSM has empowered me to enhance my leadership, operational effectiveness, and problem-solving abilities, driving my professional development in a dynamic market.



## Vaibhav

(MBA 2023-2025)

Relationship Manager



CASSM's perfect blend of academic rigor, real-world application, strategic location in Chandigarh for networking, and advanced courses provide students a competitive edge in the job market.



## Aarchi Khanduri

(MBA 2023-2025)

Sales Officer



I'm grateful to CASSM for shaping my professional journey, equipping me with the knowledge and skills to excel in sales, strategy, and relationship management.



## Pooja Alagh

(MBA 2023-2025)

Business Development Associate



Through the guidance of industry leaders, CASSM has really helped me develop leadership skills. I am excited to begin my journey with IntelliPaat, a global online professional training provider.

## Our Top Recruiters

WNS

policybazaar

pladis

zepto



HDFC Life

AXIS BANK

Meridian

IntelliPaat



& many more...



# Chandigarh University Common Entrance Test (CUCET)

Chandigarh University Common Entrance Test (CUCET) is a national-level entrance exam and scholarship test mandatory for admission into Engineering, MBA, Pharmacy, LLM and Integrated Law programs. This test is important for students of all courses who want to avail up to 100% scholarships.

## Scholarship Worth ₹170 Crore

For details, please visit :

<http://cucet.cuchd.in/>

\* CUCET Scholarship is Available on Other Programs as well.

or

Scan QR Code



## Phase-Wise Scholarship

### Phase-I

Oct 2024 till May 2025

### Phase-II

June 2025 till End of Admission

90.01 to 100 Marks  
**100% Scholarship**

90.01 to 100 Marks  
**100% Scholarship**

80 to 90 Marks  
**50% Scholarship**

80 to 90 Marks  
**40% Scholarship**

70 to 79.99 Marks  
**40% Scholarship**

70 to 79.99 Marks  
**30% Scholarship**

60 to 69.99 Marks  
**30% Scholarship**

60 to 69.99 Marks  
**20% Scholarship**

50 to 59.99 Marks  
**25% Scholarship**

50 to 59.99 Marks  
**15% Scholarship**

40 to 49.99 Marks  
**15% Scholarship**

40 to 49.99 Marks  
**10% Scholarship**

30 to 39.99 Marks  
**Eligible only for admissions**

30 to 39.99 Marks  
**Eligible only for admissions**

*CUCET Scholarship Slabs are Different for MBA Programs under Apex Institute of Management.*

## MBA

**Only 60 Seats Available**

### Eligibility

The candidate should have passed a Bachelor's degree from a recognized university with minimum **50% marks in aggregate.**

### Selection Process

The final selection will be based on personal interview with the eligible candidates, who will be shortlisted following the Screening Committee's review of applications.

## MA ECONOMICS

**Only 40 Seats Available**

### Eligibility

The candidate should have passed a Bachelor's degree from a recognized university with **minimum 50% marks in aggregate preferably with Economics as major/minor subject.**

### Selection Process

The final selection will be based on personal interview with the eligible candidates, who will be shortlisted following the Screening Committee's review of applications.

Classes will be conducted at CASSM - CU-IDC Chandigarh Campus, Sector 38A  
Chandigarh - 160014. +91 70870-32666, 1800121288800  
email: [cassm@cassm.org](mailto:cassm@cassm.org); Registration: [cuchd.in/cassm](http://cuchd.in/cassm)